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Public Relations Worldwide
EDELMAN
SPORTS/EVENT MARKETING

TO: Mary Doherty
Claire Person
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Philip Morris USA

FROM: Andy Clark
T.J. Nolan
Edelman Public Relations Worldwide

CC: Ed Manetta

DATE: April 13, 1995

RE: Media Outline for Club Benson & Hedges

Edelman Sports has outlined a targeted public relations plan for Club Benson & Hedges for its appearance at the 1996 Houston International Festival.

I. Press Materials

Initial release

An initial press release on the Club Benson & Hedges exhibit will be sent by Friday, April 14 to Houston media in the following areas and the following departments:

Print

- Metro editor
- Lifestyle editor
- Calendar/events editor
- Entertainment editor
- Music editor
- Festival writer

Atlanta Chicago Dallas Houston Los Angeles New York Sacramento San Francisco Silicon Valley Washington, D.C.
Brussels Dublin Frankfurt London Milan Paris Mexico City Montreal Toronto
Beijing Guangzhou Shanghai Hong Kong Kuala Lumpur Singapore Sydney Melbourne Tokyo

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Musician Biographies

Bios for all musical acts performing at Club Benson & Hedges will be written for use in pitching music and entertainment editors and festival writers.

Media Alert

A media alert will be sent on Tuesday, April 18 inviting press to come by and visit the Club Benson & Hedges exhibit during the weekends of the Houston International Festival.

II. Positioning to media

- Sell Club Benson & Hedges as an exciting new exhibit to the International Festival - something you've got to see
- Push musical acts
- Extension to the ad campaign
- Service to accommodate adult smokers
- Reward for current Benson & Hedges smokers

III. On-site responsibilities

- Edelman will service the media by providing them with press information and arranging media interviews with on-site GMR hosts and musicians.
- Coordinating issues and public relations with Festival PR group
 - Spoke with Debra Ford, Festival PR Coordinator on issues pertaining to Club Benson & Hedges
 - She commented that she has reservations with Edelman/Philip Morris continuing PR efforts throughout the Festival
 - She feels that the issue with Eleanor Tinsley has died and pitching media would "re-ignite" things
 - I explained our position, who we are targeting and the structure of our press release

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- She requested to see our press materials before they are sent out and said she will refer media questions on Club Benson & Hedges to Edelman

IV. Next Steps

- Duplicating letterhead and folders
- Include initial release for approval
- Send initial release to Houston media on Monday morning
- Develop bios on talent appearing at Club B & H
- Draft media alert inviting press to Club B & H (Send Thursday morning)
- Schedule media interviews
- Staff event

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